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PD030031

**Remarks**

In view of the above amendments to the claims and the following discussion, the applicants submit that the claims now pending in the application are not anticipated under the provisions of 35 U. S. C. § 102, or rendered obvious under the provisions of 35 U. S. C. § 103. Thus, the applicants believe that all of these claims are in allowable form.

**REJECTIONS**

A. 35 U. S. C. § 102

1. Claims 1-2, 9-10 and 15-16 are not anticipated by Yoshiya

Claims 1-2, 9-10 and 15-16 stand rejected under 35 U. S. C. § 102(b) as being anticipated by Yoshiya (Japanese Patent Publication JP 05-075951 published March 26, 1993). The applicants submit that these claims are not anticipated by this reference.

Yoshiya describes a burning preventing circuit 8 that inserts the average level value of the video signal into a margine section (see, Yoshiya at Constitution). This burning preventing circuit 8 receives the video signal of the whole video image to be displayed in the display area, defines the average level value of said video signal and drives the margine section with this average level value. Therefore, Yoshiya teaches to drive the margine section with a signal computed on the basis of the whole video image and not of a part or parts of it abutting on the margine section. Consequently, if the video image is not homogeneous in luminance and/or colour, the margine section can be different from the adjacent areas of the display area and disturb the viewer.

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Claims 1 and 9 describe a method and device in which one or more analysing areas within the display area are defined. These analysing areas are selected to directly abut on the unused areas of the display area. They are used to compute the signal to be supplied to the unused areas (sidebars or margine section). This guarantees that the unused areas are adapted to directly adjacent areas (see, the specification at page 5, lines 1-4). This feature of claim 1 is not disclosed or suggested by Yoshiya.

Claims 2, 10 and 15-16 depend directly, or indirectly, from claims 1 or 9. For the same reasons as stated above for claims 1 and 9, claims 2, 10 and 15-16 are also patentable over Yoshiya.

B. 35 U. S. C. § 103

1. Claims 5-8 and 13-14 are not unpatentable over Yoshiya in view of Milch et al.

Claims 5-8 and 13-14 stand rejected under 35 U. S. C. § 103(a) as being unpatentable over Yoshiya (Japanese Patent Publication JP 05-075951 published March 26, 1993) in view of Milch et al. (U. S. Patent 7,002,593 issued February 26, 2006). The applicants submit that these claims are not rendered obvious by the combination of these references.

Yoshiya describes a burning preventing circuit 8 that inserts the average level value of the video signal into a margine section (see, Yoshiya at Constitution). This burning preventing circuit 8 receives the video signal of the whole video image to be displayed in the display area, defines the average level value of said video signal and drives the margine section with this average level value. Therefore, Yoshiya teaches to drive the margine section with a signal computed on the basis of the whole video image and not of a part or parts of it abutting on the margine section. Consequently, if the video image is not

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homogeneous in luminance and/or colour, the margine section can be different from the adjacent areas of the display area and disturb the viewer.

Claims 5 and 13 depend from claims 1 and 9, respectively, and describe a method and device in which one or more analysing areas within the display area are defined. These analysing areas are selected to directly abut on the unused areas of the display area. They are used to compute the signal to be supplied to the unused areas (sidebars or margine section). This guarantees that the unused areas are adapted to directly adjacent areas (see, the specification at page 5, lines 1-4). This feature of claims 5 and 13 is not disclosed or suggested by Yoshiya.

This feature of claims 5 and 13 is not disclosed by Milch et al. either. Milch et al. relates to a method for reducing the power used by the display in a portable electronic device. A format pre-processing is used to modify the information format to reduce bright pixels in the display. The information content is not modified. Milch et al. teaches to reduce the light of some pixels (pixels of text within the display area) so as to reduce the overall average brightness of the display area. Milch et al. does not teach to modify the brightness of unused areas (outside the display area). Furthermore, Milch et al. does not teach to use analysing areas which are part or parts of the display area to modify the brightness of unused areas.

Furthermore, the combination of Yoshiya and Milch et al. fails to recite a method and device as described in claims 5 and 13 wherein one or more analysing areas within the display area are defined. These analysing areas are selected to directly abut on the unused areas of the display area. They are used to compute the signal to be supplied to the unused areas (sidebars or margine section). This guarantees that the unused areas are adapted to directly adjacent areas. Thus, claims 5 and 13 are patentable over the combination of Yoshiya and Milch et al.

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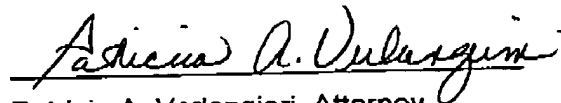
Claims 6-8 and 14 depend directly, or indirectly, from claims 5 or 13, respectively. For the same reasons as stated above for claims 5 and 13, claims 6-8 and 14 are also patentable over Yoshiya in view of Milch et al.

### CONCLUSION

Thus, the applicants submit that none of the claims presently in the application are anticipated under the provisions of 35 U. S. C. § 102, or rendered obvious under the provisions of 35 U. S. C. § 103. Consequently, the applicants believe that all of the claims are presently in condition for allowance. Accordingly, both reconsideration of this application and its swift passage to issue are earnestly solicited.

If, however, the Examiner believes that there are any unresolved issues requiring adverse final action in any of the claims now pending in the application, it is requested that the Examiner telephone Ms. Patricia A. Verlangieri, at (609) 734-6867, so that appropriate arrangements can be made for resolving such issues as expeditiously as possible.

Respectfully submitted,



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